

# INVITATION & SCRIPTS

Scripts from Network Marketing Pro - Eric Worre & [melaniegreenough.com](http://melaniegreenough.com)

## REMEMBER YOUR JOB IS TO BOOK THE APPOINTMENT!

**Pique** Interest - Initial Contact

**Pass** - To Video, house party or business presentation

**Plug** - When phoning to book for VIDEO or **ONLINE BOOK THE FOLLOW UP TIME BEFORE you send the LINK** - Let your Trainer know when it is so they can be available and put it in your calendar so you don't forget! If you don't have one you can order one for Network Marketing from MelanieGreenough.com

**Promote** - Plug them into the next meeting or exposure, it can take 7 exposures before a person orders

Pick a script that works for you and GO FOR IT!! You cannot show this RIGHT to the WRONG PERSON and you can't show it WRONG to the RIGHT PERSON!

***LISTEN TO THE INVITE TRAINING REPEATEDLY UNTIL YOU HAVE MASTERED IT!***

## Be In A Hurry Step 1

This is a psychological issue, but people are always more attracted to a person who's busy and has things going on. If you start every call or face to face conversation with the feeling that you're in a hurry, you'll find your invitations will be shorter, there will be less questions and people will respect you and your time much more.

*Remember you are only booking a block of time, nothing more. Do not try to convince or explain to them that the business is a good idea on the phone. Once you have the appointment get off the phone. Let the Video or House Party do the explaining! Keep in mind you will run into objections. If you can, let your up-line handle most of those with to teach you how. Use the Plug Calls to answer questions, handle objections and teach you to collect a decision!*

**To START - Here are some “In a hurry” script examples:**

**For warm market prospects:**

- “I don’t have a lot of time to talk, but it was really important I reach you”
- “I have a million things going on, but I’m glad I caught you”
- “I’m running out the door, but I needed to talk to you real quick”

**For cold market prospects:**

- “Now isn’t the time to get into this and I have to go, but...”
- “I’m have to run, but...”

Get the message? Set the tone with some urgency.

You may need to call someone 7 times before they actually commit to an exposure!

## **STEP 2**

This is critical. The sincere compliment (and it must be sincere) opens the door to real communication and will make the prospect much more agreeable to hearing what you have to say.

**Here are some sample compliment scripts:**

**For warm market prospects:**

*“You’ve been wildly successful and I’ve always respected the way you’ve done business.”*

*“You’ve always been so supportive of me and I appreciate that so much.”*

*“You’re one of the most connected people I know and I’ve always admired that about you.”*

*“You’re the most (or one of the most) important person/people in my life and I really trust your instincts.”*

*“You have an amazing mind for business and can see things other people don’t see.”*

*“I was thinking... who are the sharpest people I know? And I thought of you.” “You’re one of the most positive and energetic people I’ve ever met.”*

*“Some people are very closed-minded which limits their opportunities, but I’ve always admired the fact that you’re open to looking at new things.”*

*“I need someone to find the holes in something I’m looking at and absolutely nothing gets past you.”*

*“You’re one of the most (health conscious/technology savvy/fashion or beauty conscious/wellness-minded/financially intelligent/etc.) people I know and I’ve always respected that about you.”*

*“You’re one of the smartest people I know and I really trust your judgment. “ “For as long as I’ve know you I’ve thought you were the best at what you do.”*

### **For cold market prospects:**

*“You’ve give me/us some of the best service I’ve/we’ve ever received.” “You are super sharp. Can I ask what you do for a living?”*

*“You’ve made \_\_\_\_\_ a fantastic experience.”*

The key to the compliment is it must be sincere. Find something you can compliment your prospect on and do it.

## **Make the Invitation Step 3**

In this situation one size does NOT fit all. I’ve provided a list of Direct Approaches which you will use when you’re talking about an opportunity for THEM specifically, Indirect Approaches which you will use to ask for help or advice and Super Indirect Approaches which you will use to ask people if they know others who might be interested.

Most people use a Direct Approach for all of their prospects. Usually it goes something like this “I found a way to get rich and let me tell you all about it. Blah blah blah.” I

understand the passion, but really... who's going to get excited about that, unless they're getting the call from a millionaire?

As you become a Network Marketing Professional, you're going to find that you use the Indirect and Super Indirect approaches much more, but that doesn't mean Direct Approaches don't have an important place.

### **Direct Approach Scripts**

(and remember, you've already done step 1 and step 2)

#### **For warm market:**

#### **Simple example:**

Sue- "Hi Joe, its Sue calling, how is it going? Hey are you busy tonight at 7?"

Joe- "No, why?"

Sue-"I have something I need to show you.

Joe-"What is it?"

Sue- "I'll show you when I get there" (get off the phone and go see Joe) Notify Connection Call so they are ready when you are done showing the video

*"When you told me \_\_\_\_\_, were you serious or were you just kidding around? (Wait for answer). Great! I think I've found a way for you to get it/solve the problem/ make that happen/etc." (This is for situations where you know an area of their dissatisfaction)*

#### **If they are a Personal Friend or Family Member:**

1. **GOOD** (Beginner) "Are you around tomorrow morning? Great, put the coffee on, I have something to run by you."
2. **BETTER** (Intermediate) "Did I catch you at a good time? Are you free tomorrow night? Great book me in. I have a business idea to run by you. Is right after work good for you or would 7pm be better?"
3. **BEST** (Advanced) "Do you have a minute? Great! If I could show you an idea that would add value to what you are already doing, would you give me 20 minutes of your time to show it to you? (Wait for an answer) Would 5pm or 7pm work better for you?"
4. **BEST** (Advanced) "I have started a world class team and you were one of the first people I thought of. If I could go to work for you and help you make some very serious money, would that be something you might be interested in?"  
(Book the Block of Time)

or....

*"I think I've found a way for us to really boost our cash flow" "I found something you really need to see"*

#### **The Help Approach:**

1. **GOOD** “I have come across an opportunity that may or may not work for you. It has helped me out a lot and it would only take me about 20 minutes to share it with you. Can we get together on Tues. morning or Wed. afternoon?”
2. **BETTER** “I have something that may change the results you have been getting in your life. You may or may not be interested but it will take 20 minutes to run it by you. Can we get together Tues. morning or would Wed. afternoon work better for you?”
3. **BEST** “Have I caught you at a bad time? I have run into some very successful people. They told me to find a couple of people that I respect and that I would like to help and I thought of you. If I could show you a way that we could work together and earn some serious part time income would you give me 20 minutes to share the idea with you? Would tomorrow after work be good for you or would Thursday evening be better?”
4. **BEST** “If I could help you, like I have helped many other change the course of their life, would you give me 20 minutes to look a business idea?” (Book the Block of Time)

*“I’m launching a new business and I really want you to take a look at it”*

*“When I thought of the people who could make an absolute fortune with a business I’ve found, I thought of you”*

*“Are you still looking for a job (or a different job?). I’ve found a way for both of us to start a great business without all the risks.”*

*“If I told you there was a way to increase your cash flow without jeopardizing what you’re doing right now, would you be interested?”*

*“I’ve teamed up with a company that is opening/expanding in the \_\_\_\_\_ area” “I’ve found something exciting and you’re one of the very first people I’ve called”*

*“When I thought of quality people that I’d really enjoy working with I thought of you. Would you be open to hearing what I’m doing?”*

*“Let me ask you something... Would you be open to diversifying your income?”*

*“Let me ask you a question, off the record. If there were a business you could start working part-time from your home that could replace your full-time income, would that interest you?”*

*“As you know I’ve been a (insert occupation), but because of (negative factors) I’ve decided to diversify my income. After considering my options, I’ve identified the very best way to make it happen.”*

*“I found an exciting business, and together, I think we could do something special. 1+1 might add up to 10.”*

*Or you could try the shocking approach used with great effect with my good friend Randy Gage “With your skills, you could make \$100,000 a month in a business I’ve just started”. This works good when you are respected by the prospect.*

*I've used this one with great success "This is the call you've been waiting for your whole life".*

### **Professionals:**

1. **GOOD** "Do you keep your business options open? (wait for an answer)...Great I would like to run a new business idea by you with my new business partners, it will only take about 20 minutes, any longer it will be because you have some questions. Would Tues. morning or Wed. afternoon be better for you?"
2. **BETTER** "Am I calling at a good time? Great! The purpose of my call (straight to the point) is if I could show you something that could add value and more money to what you are already doing would that be of interest to you? Great, I would need 20 minutes to share an idea with you. Would Tues. morning or Wed. afternoon be better for you?"
3. **BEST** "Am I calling at a good time? I am putting a world class team together with successful people like you and there is some very serious money involved. I would like you to be one of the first people I show it to. Would you have 20 minutes either Tues. morning or Wed. afternoon?  
(Book the Block of Time)

### **The Car Approach**

1. **GOOD** "If I could show you how you could drive a new Mercedes and make some serious money would you give me 20 minutes to share an idea? Great, would Tues. morning or Wed. afternoon be better for you?"
2. **BETTER** " I was thinking of you and was wondering if you might be interested in driving a new Mercedes like some of my friends or some of my business partners and make some serious cash as well. You may or may not like the idea but it would take me about 20 minutes to share it with you. Would Tues. morning or Wed. afternoon work better for you?"
3. **BEST** "I was wondering if I could show you how I could help you drive a new Mercedes like myself and make enough money to set you free, would you give me 20 minutes of your time. Great, would Tues. morning or Wed. afternoon work for you?"  
(Book the Block of Time)

### **For cold market:**

*"Have you ever thought of diversifying your income?"*

*"Do you keep your career options open?" (An oldie but a goodie)*

*"Do you plan on doing what you're doing now for the rest of your career?"*

*You can follow any of these cold market scripts or any variation with the following: "I have something that might interest you. Now's not the time to get into it but..."*

### **Indirect Scripts**

The Indirect Approach is another powerful tool to helping people get past their initial resistance and understand your opportunity. This approach is best used when you're just getting started and it's simply asking people for help or guidance.

I used this approach extensively and with great success when I first started out. Because of my lack of credibility at age 22, I couldn't get much success with a Direct Approach so I learned to play myself down and play up to the prospect's ego. It worked incredibly well and I still use it from time to time today.

### **For warm market:**

*"I've just started a new business and I'm scared to death. Before I get going I need to practice on someone friendly. Would you mind if I practiced on you?"*

*"I'm thinking about getting started with a business I can run from my home. Would you help me check it out and see if it's for real?"*

*"I found a business I'm really excited about, but what do I know? You have so much experience. Would you look at it for me if I made it easy and let me know if you think I'm making the right move?"*

*"A friend told me the best thing I could do when starting a business is to have people I respect take a look at it and give me some guidance. Would you be willing to do that for me if I made it simple?"*

*For negative and cynical people "I've started a business and really need someone to help me poke holes in it. Nothing gets past you. Would you be willing to examine it for me?"*

### **For cold market:**

*I've found this approach doesn't work very well because it doesn't really make sense for you to show this much respect for someone you've just met. Direct and Super Indirect work best for cold market.*

## **Super-Indirect Scripts**

Super-Indirect Approaches are incredibly powerful and play on a number of psychological levels. This is a networking approach that asks the prospect if they know someone else that might benefit from your business. I use this approach all the time with great success.

### **For warm market:**

*"The business I'm in clearly isn't for you, but I wanted to ask, who do you know that is ambitious, money motivated and would be excited about the idea of adding more cash flow to their lives?"*

*"Who do you know that might be looking for a strong business they could run from their home?"*

*“Who do you know that has hit a wall with their business and might be looking for a way to diversity their income?”*

*“Do you know any sharp people who live in \_\_\_\_\_? Yes? Great. Could I get their name and email address if you have it? I have a business expanding in that area and I want to see if they think it will be successful there.”*

*“Do you know anyone involved in a serious job search?”*

*“I work with a company that’s expanding in our area and I’m looking for some sharp people that might be interested in some additional cash flow. Do you know anyone who might fit that description?”*

In most cases, they’re going to ask you for more information before they give you any names (behind that request with be curiosity and intrigue thinking this might be for them... but they’re not going to admit that to you yet). When they ask you for more information first, just respond like this. “That makes sense. You’ll want to know about it before you refer some of your contacts” Then just move to step 4

#### **For cold market:**

*Cold market is exactly the same as warm market for Super Indirect. Just use the scripts above or any variation that’s comfortable for you.*